

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method for controlling  
2 ~~the~~ serving of an ad using its relevancy to a request,  
3 the method comprising:  
4 a) accepting geolocation information associated  
5 with the request;  
6 b) comparing the accepted geolocation information  
7 associated with the request with geolocation  
8 targeting information associated with the ad to  
9 generate a comparison result;  
10 c) determining the relevancy of the ad using at  
11 least the comparison result; and  
12 d) controlling the serving of the ad, for rendering  
13 on a client device, using the determined relevancy  
14 of the ad,  
15 wherein the geolocation targeting information  
16 associated with the ad is defined by at least one  
17 geographic reference point.

1 Claim 2 (previously presented): The method of claim 1  
2 wherein the request further includes search terms, and  
3 wherein the act of determining the relevancy of the  
4 ad further uses a result of a comparison of keyword  
5 targeting associated with the ad and the search terms.

1 Claim 3 (previously presented): The method of claim 1  
2 wherein the request further includes document relevance  
3 information, and

4            wherein the act of determining the relevancy of the  
5            ad further uses a result of a comparison of ad relevance  
6            information and the document relevance information.

1            Claim 4 (original): The method of claim 1 wherein the  
2            geolocation targeting information corresponds to a  
3            circular area having a radius about a specified  
4            geographic reference point.

1            Claim 5 (original): The method of claim 1 wherein the  
2            geolocation targeting information corresponds to an area  
3            defined by at least three geographic reference points.

1            Claim 6 (original): The method of claim 5 wherein the  
2            area defined by at least three geographic reference  
3            points is a polygon.

1            Claim 7 (previously presented): The method of claim 1  
2            further comprising:

3            e) determining whether the ad has geolocation price  
4            information corresponding to the geolocation  
5            information accepted; and

6            f) if it is determined that the ad has geolocation  
7            price information corresponding to the geolocation  
8            information accepted, then determining a score using  
9            at least the geolocation price information,  
10           otherwise determining the score using at least  
11           general price information of the ad, and

12           wherein the act of controlling the serving of  
13           the ad further uses the score of the ad.

1 Claim 8 (original): The method of claim 7 wherein the  
2 area includes a circular area having a radius about a  
3 specified geographic reference point.

1 Claim 9 (original): The method of claim 7 wherein the  
2 area includes an area defined by at least three  
3 geographic reference points.

1 Claim 10 (original): The method of claim 9 wherein the  
2 area defined by at least three geographic reference  
3 points is a polygon.

1 Claim 11 (currently amended): A method for controlling  
2 the serving of an ad using a score of the ad with respect  
3 to a request, the method comprising:  
4 a) accepting geolocation information associated  
5 with the request;  
6 b) comparing the accepted geolocation information  
7 associated with the request with geolocation  
8 targeting information associated with the ad to  
9 generate a comparison result;  
10 c) determining the score of the ad using at least  
11 the comparison result; and  
12 d) controlling the serving of the ad, for rendering  
13 on a client device, using the score of the ad,  
14 wherein the geolocation information is a zip  
15 code included in the request.

1 Claim 12 (original): The method of claim 11 wherein the  
2 request is a search query.

1 Claim 13 (currently amended): A method for controlling  
2 ~~the~~ serving of an ad using a score of the ad with respect  
3 to a request, the method comprising:  
4 a) accepting geolocation information associated  
5 with the request;  
6 b) comparing the accepted geolocation information  
7 associated with the request with geolocation  
8 targeting information associated with the ad to  
9 generate a comparison result;  
10 c) determining the score of the ad using at least  
11 the comparison result; and  
12 d) controlling the serving of the ad, for rendering  
13 on a client device, using the determined score of  
14 the ad,  
15 wherein the geolocation information is at least  
16 one of a city name, a state name, a region name, and a  
17 country name, included in the request.

1 Claim 14 (original): The method of claim 13 wherein the  
2 request is a search query.

1 Claim 15 (currently amended): Apparatus for controlling  
2 ~~the~~ serving of an ad using its relevancy to a request,  
3 the apparatus comprising:  
4 a) means for accepting geolocation information  
5 associated with the request;  
6 b) means for comparing the accepted geolocation  
7 information associated with the request with  
8 geolocation targeting information associated with  
9 the ad to generate a comparison result;  
10 c) means for determining the relevancy of the ad  
11 using at least the comparison result; and

12 d) means for controlling the serving of the ad, for  
13 rendering on a client device, using the determined  
14 relevancy of the ad,  
15 wherein the geolocation targeting information  
16 associated with the ad is defined by at least one  
17 geographic reference point.

1 Claim 16 (previously presented): The apparatus of claim  
2 15 wherein the request further includes search terms, and  
3 wherein the means for determining the relevancy of  
4 the ad further use a result of a comparison of keyword  
5 targeting associated with the ad and the search terms.

1 Claim 17 (previously presented): The apparatus of claim  
2 15 wherein the request further includes document  
3 relevance information, and  
4 wherein the means for determining the relevancy of  
5 the ad further use a result of a comparison of ad  
6 relevance information and the document relevance  
7 information.

1 Claim 18 (original): The apparatus of claim 15 wherein  
2 the geolocation targeting information corresponds to a  
3 circular area having a radius about a specified  
4 geographic reference point.

1 Claim 19 (original): The apparatus of claim 15 wherein  
2 the geolocation targeting information corresponds to an  
3 area defined by at least three geographic reference  
4 points.

1 Claim 20 (original): The apparatus of claim 19 wherein  
2 the area defined by at least three geographic reference  
3 points is a polygon.

1 Claim 21 (previously presented): The apparatus of claim  
2 15 further comprising:  
3 e) means for determining whether the ad has  
4 geolocation price information corresponding to the  
5 geolocation information accepted; and  
6 f) means for determining a score using at least the  
7 geolocation price information if it is determined  
8 that the ad has geolocation price information  
9 corresponding to the geolocation information  
10 accepted, and for otherwise determining the score  
11 using at least general price information of the ad,  
12 wherein the means for controlling the serving  
13 of the ad further uses the score of the ad.

1 Claim 22 (original): The apparatus of claim 21 wherein  
2 the area includes a circular area having a radius about a  
3 specified geographic reference point.

1 Claim 23 (original): The apparatus of claim 21 wherein  
2 the area includes an area defined by at least three  
3 geographic reference points.

1 Claim 24 (original): The apparatus of claim 23 wherein  
2 the area defined by at least three geographic reference  
3 points is a polygon.

1 Claim 25 (currently amended): Apparatus for controlling  
2 the serving of an ad using a score of the ad with respect  
3 to a request, the apparatus comprising:

4 a) means for accepting geolocation information  
5 associated with the request;

6 b) means for comparing the accepted geolocation  
7 information associated with the request with  
8 geolocation targeting information associated with  
9 the ad to generate a comparison result;

10 c) means for determining the score of the ad using  
11 at least the comparison result; and

12 d) means for controlling the serving of the ad, for  
13 rendering on a client device, using the score of the  
14 ad,

15 wherein the geolocation information is a zip  
16 code included in the request.

1 Claim 26 (original): The apparatus of claim 25 wherein  
2 the request is a search query.

1 Claim 27 (currently amended): Apparatus for determining  
2 controlling the serving of an ad using a score of the ad  
3 with respect to a request, the apparatus comprising:

4 a) means for accepting geolocation information  
5 associated with the request;

6 b) means for comparing the accepted geolocation  
7 information associated with the request with  
8 geolocation targeting information associated with  
9 the ad to generate a comparison result;

10 c) means for determining the score of the ad using  
11 at least the comparison result; and

12 d) means for controlling the serving of the ad, for  
13 rendering on a client device, using the determined  
14 score of the ad,

15 wherein the geolocation information is at least  
16 one of a city name, a state name, a region name, and a  
17 country name, included in the request.

1 Claim 28 (original): The apparatus of claim 27 wherein  
2 the request is a search query.